

Whatcom County
Quit Line Data Summary
 July 1 - December 31, 2005

	County	State
Number of Calls to Quit Line	N = 348	N = 10,345
Percent of Statewide Calls	4.1%	100.0%
Percent of State Population in County¹	2.8%	100.0%

	County %	State %
Gender	N = 342	N = 8,891
Female	57.3%	61.8%
Male	42.7%	38.2%
Race/Ethnicity	N = 324	N = 8,013
People of Color	9.0%	15.6%
White	91.0%	84.4%
Age	N = 339	N = 8,649
Less than 18 years old	0.9%	1.3%
18 - 24 years old	19.8%	19.4%
25 - 34 years old	24.2%	26.5%
35 - 44 years old	22.1%	20.8%
45 years and older	33.0%	32.0%
Education	N = 329	N = 8,130
Did not graduate high school	17.3%	19.0%
High school graduate	34.3%	37.4%
Some college/vocational school	31.9%	32.3%
College graduate	16.4%	11.2%
Caller Type	N = 347	N = 9,433
General Information	1.4%	6.8%
Health care provider	1.2%	2.2%
Tobacco user	97.4%	91.0%
Payer Type	N = 300	N = 7,657
Insured	35.7%	36.8%
Uninsured	34.7%	37.2%
Medicaid	29.7%	26.0%
Heard About	N = 277	N = 7,244
Past caller ²	9.7%	7.1%
Employer/worksites	1.1%	2.2%
Health care provider	33.6%	25.0%
Television	3.6%	6.6%
Outdoor advertisement (billboard/bus/wall)	1.8%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	0.7%	4.2%
Newspaper/Magazine	1.8%	1.2%
Brochure/Newsletter	11.6%	7.7%
Family or friend	27.4%	36.5%
Health Department	6.5%	5.6%
School	2.2%	1.4%

Source: Washington State Department of Health
 Tobacco Prevention and Control
 Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

² Data not available for Oct-Dec 2005

* Rate not calculated because number of calls was less than 5.